

A collage of various park-related images. The top half features large, vibrant pink cherry blossoms against a clear blue sky. Below this, there are several smaller images: a close-up of green evergreen needles, a wooden bench in a park setting, a path leading through a grassy area, and various shots of green trees and shrubs. Overlaid on the right side of the collage is the text "FRIENDS OF WEST ALLIS PARKS:" in white, bold, sans-serif font, followed by "Build A Park" in a larger, white, bold, sans-serif font, all contained within an orange rectangular background.

LETTER FROM THE MAYOR

Dear Potential Sponsors,



There are many great places to get outside in West Allis! West Allis is home to over a dozen City-owned parks. Our Department of Public Works also maintains the trees, boulevards, and landscaping at City facilities such as West Allis Farmers Market and West Allis Public Library.

You can play an important role in supporting our parks and green spaces and help to keep West Allis beautiful. Sponsorships are critical investments needed to sustain and improve our parks and landscaping. Sponsorship opportunities are available at all levels so you can find the sponsorship opportunity that works for you, whether you're an individual, family, non-profit, or corporate partner.

Our parks provide opportunities for relaxation and recreation for the citizens of West Allis. Learn about the parks your gift will support, or visit www.westalliswi.gov/parks to learn more.

Sincerely,



Mayor Dan Devine

WHY BECOME A FRIEND OF WEST ALLIS PARKS?

A park isn't just a park. Urban green spaces like those in West Allis have countless positive impacts on the community. Green spaces reduce crime and promote healthy lifestyles; encourage community engagement by allowing neighbors to connect and enjoy them together; help manage stormwater and lessen flooding risks; and clean the air while improving public health. Our parks do all that and can do more with your gift.

In addition to ensuring our parks are maintained for generations to come, your sponsorship includes:

- Recognition in City of West Allis digital and print communications
- City of West Allis logo merchandise, which may include stickers, buttons, and apparel
- Opportunities for recognition of your brand/organization, expanding your reach to new customers
- Custom plaques or signage to memorialize a loved one or publicly recognize your gift
- A demonstrable return on investment – visit our parks and experience the difference your gift makes!



SPONSORSHIP OPPORTUNITIES

Whatever your budget or the size of your household or business, we have many opportunities to invest in the long-term success of our parks. Choose from:

- ▶ **Build a Park:** Purchase individual, needed items to improve specific parks

Please see additional packet for the below sponsorship information:

- ▶ **Memorial Sponsorships:** Honor the memory of a loved one by donating a tree, bench, or flower bed planting.
- ▶ **Friends of the Park:** General sponsorship levels that fund the future of all of our parks.
- ▶ **Friends of West Allis Dog Park:** Supporting West Allis' first dog park.
- ▶ **Friends of West Allis Skate Park:** Keeping this vital community amenity strong for years to come.

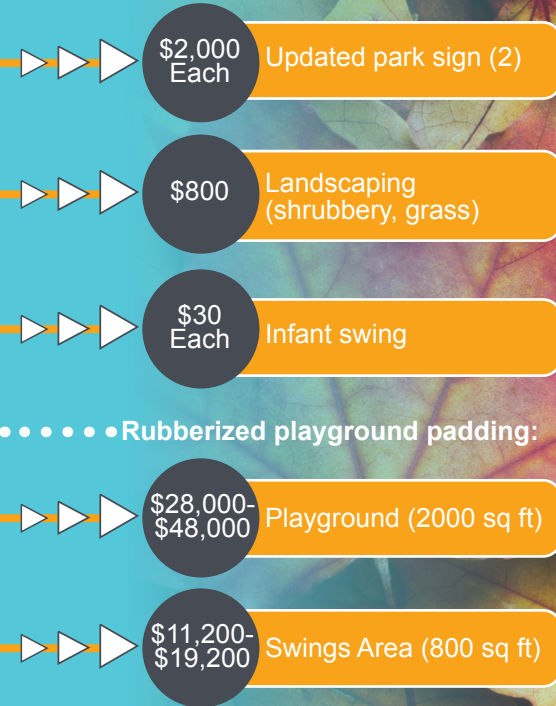
Choose the option that works for you, or contact Tourism & Event Coordinator Caitlyn White at cwhite@westalliswi.gov to create a custom sponsorship package that works for you.



Pocket Park, 58th & Beloit

The amenities listed below are urgently needed at these specific parks. Invest directly in your neighborhood park and see for yourself how your gift was put to use when you visit your nearby park. Commemorative or tributary plaques may be added to any item for an additional donation.

Rogers Park



West Allis Dog Park



Veterans Memorial Park



BUILD A PARK 2021

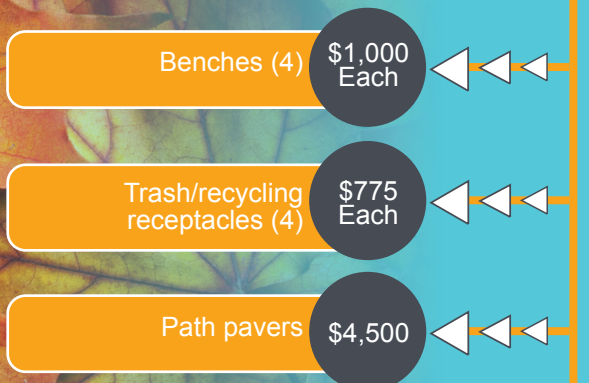
Rogers Playground



Railroad Park 82nd & National



Pocket Park 58th and Beloit



Kopperud Park

Updated park sign (2) \$2,000 Each

Honey Creek Park

Updated park sign (2) \$2,000 Each

Planter replacement/rebuild \$750

Marker sign replacement (14) \$500 Each

Joyce Radtke Skate Park

Updated park sign \$2,000 Each

Arnold Klentz Park

Updated park sign (3) \$2,000 Each

Picnic tables \$1,000 Each

•••••Rubberized playground padding:

Playground (600 sq ft) \$8,400-\$14,400

Swings Area (1500 sq ft) \$21,000-\$36,000

Roosevelt Park

Park signs \$2,000 Each

BUILD A PARK 2021

Pocket Park 60th & National

Benches (3) \$1,000 Each

Trash/recycling receptacles (3) \$775 Each

Path pavers \$1,000

Liberty Heights Park

Updated park sign (2) \$2,000 Each

Chain link fence replacement (200 ft) \$900

Convert court to Community Garden \$12,000

Trash/recycling receptacles (10) \$775 Each

Reservoir Park

Updated park sign (2) \$2,000 Each

Trash/recycling receptacles \$775 Each

Picnic tables @ shelter \$1,000 Each

Boulevards

Trees \$225 Each

Annuals (flowers) \$200



Sponsorship Reservation Form

First Name: _____ Last Name: _____

Company (if applicable): _____

Street Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Best Phone: _____

The Friends of Our Parks Sponsorship form and check can be submitted to:

The City of West Allis Tourism & Event Coordinator, Caitlyn White, via email at cwhite@westalliswi.gov or mailed to:
City of West Allis, Attn: Caitlyn White, Communications Dept., 7525 W. Greenfield Ave., West Allis 53214

Choose Your Sponsorship Contributions:

Rogers Park

Rubberized playground padding:

Amenities	Updated Park Sign \$2,000 each	Landscaping (shrubby, grass) \$800	Infant Swing \$30 each	Playground (2000 sq ft) \$28,000-\$48,000	Swings Area (800 sq ft) \$11,200-\$19,200
Select					

Rogers Playground

Amenities	Updated Park Sign \$2,000 each	Benches \$1000 each	Trash/recycling Receptacles \$775 each	Rubberized Playground Pad (2500 sq ft) \$35,000-\$60,000
Select				

West Allis Dog Park

Amenities	Pet Waste Signs \$300 each	Trash Receptacles \$775 each
Select		

Kopperud Park

Amenities	Updated Park Signs \$2,000 each
Select	

Veterans Memorial Park

Amenities	Updated Park Sign \$2,000 each	Benches \$1,000 each
Select		

Roosevelt Park

Amenities	Park Signs \$2,000 each
Select	

Pocket Park 58th and Beloit

Amenities	Benches \$1,000 each	Trash/recycling \$775 each	Path Pavers \$4,500
Select			

Railroad Park 82nd and National

Amenities	Updated Park Sign \$2,00 each	Planter Replacement/rebuild \$2,500 each
Select		

Joyce Radtke Skate Park

Amenities	Updated Park Signs \$2,000 each
Select	

Arnold Klentz Park

Rubberized playground padding:

Amenities	Updated Park Sign \$2,000	Picnic Tables \$1,000	Playground (600 sq ft) \$8,400-\$14,400	Swings Area (1500 sq ft) \$21,000-\$36,000
Select				

Honey Creek Park

Amenities	Updated Park Sign \$2,000	Planter Replacement/rebuild \$750	Marker Sign Replacement \$500 each
Select			

Pocket Park 60th and National

Amenities	Benches \$1,000 each	Trash/recycling Receptacles \$775	Path Pavers \$1,000
Select			

Reservoir Park

Amenities	Updated Park Sign \$2,000 each	Trash/recycling Receptacles \$775 each	Picnic Tables @shelter \$1000 each
Select			

Boulevards

Amenities	Trees \$225 each	Annuals (flowers) \$200 each
Select		

Liberty Heights Park

Amenities	Updated Park Sign \$2,000	Chain Link Fence Replacement (200 ft) \$900	Convert Court to Community Garden \$12,000	Trash/recycling Receptacles \$775 each
Select				



Reservoir Park



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www.westalliswi.gov